

Mitten. Looking back, I truly believe that the Sports Law program was a selling point in securing the USOC internship. Based on what I learned in the Amateur Sports Law course, I knew about several important USOC cases and the structure of the USOC. My supervisor stated that it made sense to offer the USOC internship to a student enrolled in a sports law program. My participation in the Sports Law program was beginning to open doors. And whenever there was an opportunity for an internship, Professors Mitten and Anderson were there to provide guidance and helpful recommendations.

When I made my decision to attend Marquette University Law School in the fall of 2000, little did I know that I would end up at one of the biggest sports marketing, event management, and athlete representation firms in the world. The courses, internships, and opportunities led me to the USOC and eventually to Octagon, where I am currently Counsel and work primarily on golf, tennis, basketball, and special events, as well as with Olympic and Action Sports athletes.

When I am asked about how I ended up at Octagon or in the sports law industry, I simply state, “the Sports Law program at Marquette.” It’s a simple answer, because it’s true. The Sports Law program was my foundation. The support from the Marquette faculty and staff and the NSLI are outstanding, and there truly is no other program like the Marquette Sports Law program. I am truly indebted to the Sports Law program, the National Sports Law Institute, and the countless opportunities afforded to me at Marquette.



Brent Moberg

Marquette Sports Law: A Launching Pad for Learning and for Careers

By **Brent Moberg** (L’04, M.B.A. ‘04), Director of Compliance, University of Notre Dame, Notre Dame, Indiana, and Member, Sports Law Alumni Association

Executive Editor, Marquette Sports Law Review, 2003-2004, and NSLI Research Assistant 2002-2004.

As a young alumnus, my years as a student at Marquette University Law School were spent at a time when the National Sports Law Institute and the Sports Law program were no longer in their infancy. Accordingly, while I did not experience the early years of the NSLI and Sports Law program, as it grew and searched for its place within the law school, I was instead the beneficiary of the hard work of others that preceded me in shaping the program and was able to take advantage of opportunities for learning as the program continued to evolve.

While I can hardly deny that I have always been a huge sports fan, or that my years as an undergraduate at the University of Notre Dame had sparked early thoughts of investigating opportunities for a career in sports, the Sports Law program is not what brought me to Marquette. In fact, apparently before I had grasped the concept of due diligence, I applied for admission to the Law School without fully researching the opportunities at Marquette. At that time, I had no knowledge that the National Sports Law Institute or Sports Law program even existed. I simply decided that, although I was unsure what I wanted to do after law school, Marquette Law School was the place for me. However, throughout orientation and the first weeks of school as a 1L, when asked why I had come to Marquette and what I planned to do after law school, answering, “I’m not sure yet,” seemed rather thin when compared to, “I’m here for sports law” echoed by so many of my classmates. However, although I had been unsure of my own path, I quickly became involved in the various opportunities available through the Institute.

It was at the fall Alumni Career Panel that I first became aware of the possibility of NCAA Compliance as a career option while speaking with an alumnus working in the field. As the first year progressed, following the fall “Intellectual Property Issues in Sports” Conference and Master of the Game Award Dinner, I began to more seriously and concretely consider the pursuit of sports law. I then received a fall sports law internship at the University of Wisconsin-Whitewater, and attended a summer NCAA Compliance Conference, none of which had been a blip on my radar when I entered law school, or before I understood the value of professional networking, something that I quickly learned through my association with the NSLI.

During my second year at Marquette, I began to take the available sports law courses and participated in both the *Marquette Sports Law Review* and *Intellectual Property Law Review*, recognizing that pursuing a sports law related topic enhanced my enthusiasm for learning substantive issues in intellectual property law. The sports law courses themselves further energized my learning experience, providing exposure to numerous areas of law that I might not have otherwise encountered during law school. Because of the NSLI and the Sports Law program, law school became an entirely new experience for me, as with each new law school course, I increasingly found connections to sports, fueling my passion for both sports and the law.

In the spring of my second year, yet another opportunity presented itself with the arrival of the JD/MBA in Sports Business dual degree program. As my second summer began I found myself once again doing something through Marquette Sports Law that I had never previously contemplated, pursuing a business education. Thankfully, once again the Sports Law Program had presented a new avenue to enhance my learning in areas of sports law and sports business.

During my final year at Marquette I continued with my established pattern of attending conferences and making essential contacts with alumni and others in the sports industry. I also worked in internships with a local high school athletic department, a stadium naming rights project in minor league baseball, and in the Marquette Athletic Department’s Compliance Office. I constantly pursued opportunities available through the NSLI while completing both degree programs. As my time at Marquette came to a close, although I chose to pursue a career in sports, it was readily apparent to me that my association with the NSLI and the Sports Law program had provided an exceptional foundation for my legal education that could have equally set me on a more traditional path to success in the practice of law.

As I reflect now, I cannot overstate my gratitude to all those associated with the National Sports Law Institute. Since leaving Marquette, I have been honored to remain connected with the Sports Law program in various ways through the efforts of Paul Anderson, have been excited to speak to students at the law school while visiting Amateur Sports Law Workshops and Alumni Career Panels, and was able to host internships for Sports Law students during my time at Northern Illinois University. The young lawyers associated with the NSLI and Sports Law program continue to be of the highest quality, and the events hosted by the NSLI stand as superb opportunities for both attorneys and students to gain knowledge and expand professional networks by interacting with industry leaders throughout the sports law landscape.

I am honored and humbled to offer my congratulations to the National Sports Law Institute and to the Sports Law program on an amazing twenty years. There is no doubt the Marquette Sports Law program stands as the premier Sports Law program in the world, offering superb educational opportunities for attorneys and law students in a multitude of sports law and sports business areas. Under the leadership of Director Matt Mitten and with the tireless efforts of Associate Director Paul Anderson in building and enhancing the Sports Law Alumni network, the future is bright for Sports Law at Marquette with

amazing events and future elite sports lawyers on the horizon. Along with my fellow alumni, I am proud of the achievements of those that follow and look forward eagerly to what lies ahead.



Lauren McCoy

The Pursuit of Sports Law (or How I Learned to Love the Law)

By **Lauren McCoy** (L'09), Murrysville, Pennsylvania, and Member, Sports Law

My search for the perfect law school four years ago was directed primarily towards sports law. It was my one great passion that I often encouraged with dreams of grandeur. Ironically, it was during a sporting event that I discovered the National Sports Law Institute. As I went through the brochures I had collected while watching basketball on television, it was my belief that the best sports law programs would have no more than a few courses. But when I opened Marquette's brochure and discovered its impressive sports law curriculum, I immediately knew that Marquette was my first choice.

When I applied to Marquette, I utilized that single-minded focus and wrote of my perceptions of sports law in my admissions essay. I wrote specifically of my feelings after a thrilling basketball game that ended with a gut-wrenching buzzer beater. At the time, that was the whole of my knowledge of sports law. While aware of the business aspects, I saw myself participating in the splendor and attending all sporting events, without taking in much of the substance of what sports law entails. In fact, all I knew is that I wanted to be a lawyer who worked in sports. Choosing Marquette and the NSLI turned out to be one of the best decisions of my life, in terms of nurturing and supporting my dreams, and preparing me for success as an attorney.

I quickly discovered during my first year at Marquette that I was among familiar company. Many of my fellow students had traveled hundreds of miles to Marquette just for the opportunity to study sports law. The NSLI had become a nationally recognized leader of sports law curriculum and part of Marquette's appeal by the time I enrolled in the fall of 2006. While the first year students have to wait until our second year to get fully involved in the program, we were welcomed from day one through a sports law mixer and other related activities. Apart from classes, there were a number of events and social outings conducted by the NSLI and the Sports Law Society, meant to introduce us to others who chose a similar career path and how they got to where they are now. These events also increased our knowledge of sports law and current events, and made me that much more excited to learn about sports law.

The successes of the NSLI and the Sports Law program became more recognizable to me based on my own experiences by the time I was able to take sports law classes. I was so focused on getting my Sports Law Certificate that, during my second year at Marquette, I only took classes directly connected to the Sports Law program or perspective courses intended to supplement the requirements for the Sports Law Certificate. In these courses I learned about more than just sports law, I also gained the necessary tools to be a successful lawyer. As I grew fond of various legal fields and felt that I improved my skills as a future lawyer, I quickly realized that sports law is simply the study of law in a sports setting. This theory helped amplify my confidence as an attorney, because I was able to learn all I needed, while following a career that I loved.

Furthermore, the Sports Law program made me become a better writer through the *Marquette Sports Law Review*. Working on a legal publication is often tedious and time-consuming, but I would do it all